SEP 2 2 2004 ATTORNEY'S DOCKET NO.: AMENDMENT TRANSMITTAL LETTER 0010-3 **GROUP ART UNIT:** SERIAL NUMBER: FILING DATE: EXAMINER: July 20, 2001 Jeffrey D. Carlson 3622 09/909,643 INVENTION: DIRECT INTERNET ADVERTISING INVENTOR(s): Andrew S. Kanter TO THE ASSISTANT COMMISSIONER FOR PATENTS: Transmitted herewith is an amendment in the above-identified application. The fee has been calculated as shown below. **CLAIMS AS AMENDED** (7) ADDITIONAL (3) (1) NO. OF ÉXTRA RATE CLAIMS REMAINING HIGHEST NUMBER AFTER AMENDMENT CLAIMS PRESENT PREVIOUSLY PAID **FOR** 0.00 **MINUS** 20 0 X \$9 TOTAL 20 **CLAIMS** 4 X \$39 0.00 INDEP, CLAIMS 4 **MINUS** \$ 0.00 TOTAL ADDITIONAL FEE FOR THIS AMENDMENT * If the entry in column 2 is less than the entry in column 4, write "0" in column 5. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. No additional fee is required. Charge \$ _____ to Deposit Account No. _____ . A triplicate copy of this sheet is enclosed. The undersigned petitions for any extension of time for filing this document required under 37 C.F.R. 1.136 and submits a check for \$ _____ to cover the extension fee A triplicate copy of this sheet is enclosed. Charge any additional fees to Deposit Account No. 01-1125 September 20, 2004 Ernest D. Buff Attorney Name (908) 901-0220 25,833 Reg. Number I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on September 20, 2004.

Ernest D. Buff Attorney of Record September 20, 2004 (Date) Patent and Trademark Office - U.S. DEPARTMENT of COMMERCE SEP 2 2 2004

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Andrew S. Kanter

t:

Serial No.:

09/909,643

Group Art Unit: Examiner:

3622 Jeffrey D. Carlson

Filed:

July 20, 2001

For:

DIRECT INTERNET ADVERTISING

Docket No.:

0010-3

Bedminster, NJ 07921 September 20, 2004

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

AMENDMENT UNDER 37 CFR 1.111

In response to the Office Action dated June 22, 2004, kindly amend the above-identified application as follows:

Amendments to the Claims are set forth in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.